

To the Hiring Manager,

I am excited to see the Manager of Strategic Communications opportunity and believe I am a strong candidate for the position.

I began my career in fundraising at the University of California, Santa Cruz, learning the fundamentals of compelling storytelling that inspires action. I was able to grow in the organization and dive into the digital realm, developing a robust and integrated online program. This role allowed me to manage large-scale projects and teams, serve internal and external stakeholders, execute communications, and collaborate across departments. Organizing timelines and content for hundreds of individual groups simultaneously can be akin to herding cats, but I see myself as a master wrangler and enjoy serving others to ensure successful outcomes.

Through my experience at the university, I was inspired to pursue my Masters in Digital Marketing and volunteer for a cycling adventure non-profit as their social media and marketing manager. I currently work for a technology company as a Marketing Associate, which includes overseeing Google Analytics, implementing and monitoring Google Search, social, and placement ads. Additionally, I frequently interact with clients to create meaningful content that appeals to our target market.

I have a knack for project management, find joy in creating systems, and thrive in relationship-based roles. I am currently seeking a position that allows me to combine my strengths and experience with my interest in serving an organization that makes a positive impact on the community. I would be thrilled to learn more about the Strategic Communications role and discuss how my enthusiasm and skills could support the Colorado State team.

Thank you for your time, I look forward to hearing from you.

Best regards,

Jenna Hurley

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PROFESSIONAL EXPERIENCE

Community Funded — *Marketing Associate*

April 2019 – Present

- Responsible for coordinating marketing efforts and content for large-scale digital event
 - Working with vendors to create and implement digital advertising collateral
 - Securing 2,000 registrants for event
- Creating marketing calendar and assets for social media, client newsletters, marketing emails, digital ads, webinars, and blog posts.

UC Santa Cruz — *Associate Director, Annual Giving*

January 2018 – April 2019

- Oversaw Annual Giving program and budget, driving multi-channel marketing calendar, collaborating with partners, creating assets, working with vendors, and analyzing results;
- Developed creative giving initiatives to increase donors and dollars for campus. Brought in \$77,000 and 1,000 gifts in a three-week period during a new program;
- Managed direct mail, email, social media, and digital fundraising efforts:
 - Giving Day: \$675,000 from 7,000 gifts
 - Direct mail campaign: \$32,000 from 330 gifts
 - Managed 90 crowdfunding campaigns;
- Served as staff liaison for Alumni Council Volunteer Committee, advising on fundraising activities and supporting execution and,
- Managed one FTE staff and five student interns.

UC Santa Cruz — *Assistant Director, Annual Giving*

June 2015 – January 2018

- Developed crowdfunding program for campus-wide utilization, including procedures, best practices, and training materials;
- Simultaneously oversaw multiple individual project groups, ensured timelines were created and executed, and campaigns were successful;
- Wrote communications to external constituents for fundraising purposes;
- Served as Project Manager for fourth consecutive Giving Day, most recently training and managing 170 project teams. Each event ended as the most transactions in the history of UC Santa Cruz;
- Ran Giving Day committee, overseeing all aspects of event: marketing and communications, event execution, leadership gift fundraising, project team training, platform creation and management and,
- Launched online ambassador program to strengthen alumni network.

SKILLS

- Project management
- Digital marketing & fundraising
- Cross-divisional collaboration
- Proficient in Google applications, Microsoft Office Suite, WCMS, Crowdfunding software, Hubspot, WordPress, Google Ads, Google Analytics, LinkedIn Ads, and CRM systems
- Program development: strategic planning, reporting, budgeting

EDUCATION

Southern New Hampshire University

MS, Digital Marketing
September 2016 – Present

UC Santa Cruz

BA, Intensive Psychology
September 2010 – June 2013

Google Analytics for Beginners,
Advanced Google Analytics
Certificates – January 2019

AWARDS

- Gold Award in Fundraising, Platinum, Bronze Award in Fundraising Campaigns: CASE District VII, 2018
- Leadership Academy: 2018
- Staff Appreciation Award: 2017
- Excellence in Service: 2016

CONFERENCES

- donorCentrics Large Summit, 2016 & 2017
- CASE District VII, 2017
- RNL Digital Philanthropy and Millennial Engagement